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# Consumer Alert

Federal Trade Commission ■ Bureau of Consumer Protection ■ Office of Consumer and Business Education

## FTC Explains ‘Made in USA’ Standard To Confirm Consumer Confidence

Washington, DC — Consumers who see “Made in USA” on a product expect the claim to be truthful and accurate. According to the Federal Trade Commission, “Made in USA” means that “all or virtually all” of the product was, indeed, made in America.

In an effort to assure commercial compliance with the “Made in USA” standard — as well as confirm consumer confidence in such product claims — the Federal Trade Commission has advised manufacturers and marketers that for a “Made in USA” claim to be accurate, all significant parts, processing and labor that go into the product must be of U.S. origin. Products should not contain any — or only negligible — foreign content. The FTC’s new compliance guide for manufacturers and marketers spells out the details of the standard, citing examples of situations when domestic origin claims would be accurate, as well as those when such claims would be inappropriate.

There’s no law that requires manufacturers and marketers of most products to disclose U.S. content. In fact, except for automobiles and textile and wool products, it’s a manufacturer or advertiser’s choice to say whether a product is domestic. But those who choose to make the claim must adhere to the “all or virtually all” standard.

The FTC enforces the “Made in USA” standard. The U.S. Customs Service oversees the requirements that imported goods be marked with a foreign country of origin (for example, “Made in Japan”).

If you believe that a product promoted as “Made in USA” was not — or that it contains significant foreign parts or processing — you may want to file a complaint with the FTC by contacting the Consumer Response Center by phone: (202) FTC-HELP (382-4357); TDD (202) 326-2502, by mail: Consumer Response Center, Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580, or online: [www.ftc.gov](http://www.ftc.gov) — click on **complaint form**. Although the Commission cannot resolve individual problems for consumers, it can act against a company if it sees a pattern of possible law violations. If you are aware of import or export fraud, call the U.S. Customs Service Commercial Fraud Hotline, 1-800-ITS-FAKE.

The FTC publishes free brochures on many consumer issues. For a complete list of publications, write for *Best Sellers*, Consumer Response Center, Federal Trade Commission, Washington, DC 20580; or call 202-FTC-HELP (382-4357), TDD: 202-326-2502; or visit the FTC online at [www.ftc.gov](http://www.ftc.gov) — click on **consumer protection**.